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1 (b) a channel on which to transmit said unit of mass medium
2 programming to a remote station;
3 selecting [some executable computer program code] information to be associated
4 with said unit of mass medium programming based on said schedule[;], said selected
5 information including at least one of video, audio, and software;
6 detecting the presence of a control signal at said transmitter station and passing
7 said control signal to said computer, said control signal designating at least one of said
8 unit mass medium programming [or] and said selected [executable program code;]
9 information to be associated with said unit of mass medium programming;
10 controlling [said transmitter station] a selective transmission means to
11 communicate [to a signal generator some video or audio of said specified unit of mass
12 medium programming in response to said control signal or under control of said
13 selected executable computer program code; and] said selected information to be
14 associated with said unit of mass medium programming to one of (1) a selected signal
15 generator and (2) a signal generator at a selected time;
16 [causing said signal generator to embed said communicated video or audio into a
17 broadcast or cablecast transmission that contains said specified unit of mass medium
18 programming, thereby to transmit said unit of mass medium programming and said
19 embedded video or audio and cause said remote station receive or present to a
20 subscriber said specified unit of mass medium programming and said embedded video
21 or audio.]

1 generating at least some of a signal containing said unit of mass medium

2 programming and said information to be associated with said unit of mass medium

3 programming; and

4 transmitting said signal to a remote receiver station, said signal containing said

5 unit of mass medium programming and said information to be associated with said unit

6 of mass medium programming.

7 Please add the following claim(s):

Sub 8
COT 9 4. The method of claim 2, wherein said signal is a multichannel broadcast or
10 cablecast transmission, said method further comprising the step of controlling a device
11 to embed add said generated at least some of a signal in a specific portion of said
multichannel broadcast or cablecast transmission.

B2 12 5. The method of claim 2, wherein said unit of mass medium programming
13 is a television or radio program or program segment, said method further comprising
14 the step of communicating said unit of mass medium programming to a transmitter in
15 accordance with said schedule.

16 6. The method of claim 2, wherein said unit of mass medium programming
17 includes video, audio, or a graphic, said method further comprising the steps of:
18 receiving from a subscriber a response to a presentation containing said video,
19 audio, or graphic; and
20 communicating a second unit of mass medium programming to a transmitter
21 based on said received response.

1 7. The method of claim 2, wherein said information to be associated with
2 said unit of mass medium programming is software, said method further comprising
3 the step of selecting at least one of a code module and a data module which is effective
4 to control said remote receiver station or serve as a source of receiver specific datum to
5 supplement said unit of mass medium programming.

6 8. The method of claim 2, further comprising the step of programming said
7 receiver station to select and control the communication of one or more mass medium
8 programming materials based on a schedule.

9 9. The method of claim 2, wherein said selective transmission means is one
10 of a switch and a processor, said method further comprising the step of programming
11 said receiver station to control said selective transmission means.

12 10. The method of claim 2, wherein said selective transmission means is one
13 of a storage device, said method further comprising the steps of receiving and storing
14 said information to be associated with said unit of mass medium programming.

15 11. A method of controlling a transmitter station, comprising the steps of:

16 (1) receiving an information transmission to be transmitted;

17 (2) receiving a schedule that designates a unit of mass medium programming
18 and includes one or more of the group of a time to transmit said unit of mass medium
19 programming to a remote station and a channel on which to transmit said unit of mass
20 medium programming to said remote station, which is effective to:

1 (a) effect a transmission station to select information to be associated
2 with said unit of mass medium programming based on said schedule, said selected
3 information including at least one of video, audio, and software, to generate at least
4 some of a signal containing said unit of mass medium programming and said
5 information to be associated with said unit of mass medium programming, and to
6 transmit said at least some of a signal; or

B2 7 (b) effect a receiver station to select information to be associated with
8 said unit of mass medium programming based on said schedule, said selected
9 information including at least one of video, audio, and software, to generate at least
10 some of a signal containing said unit of mass medium programming and said
11 information to be associated with said unit of mass medium programming, and to
12 transmit said at least some of a signal;

13 (3) receiving a transmitter control signal which operates at said transmitter
14 station to communicate said computer schedule to a transmitter; and

15 (4) transmitting said information transmission, said schedule and said
16 transmitter control signal.

17 12. A transmitter station, comprising:
18 computer means for receiving a schedule that designates a unit of mass medium
19 programming and includes one or more of the group consisting of a time to transmit
20 said unit of mass medium programming to a remote station and a channel on which to
21 transmit said unit of mass medium programming to said remote station, and selects
22 information to be associated with said unit of mass medium programming based on